

ABSTRACT

5 A backlit label includes a transparent element and a transflective element positioned at the backside of the transparent element. The transparent element passes light bi-directionally, whereas the transflective element passes light received from a first direction and reflects light received from an opposite direction. A backlight source, which may or may not be integrated with the label, produces backlighting for
10 the label. The transflective element passes the backlight that emanates from behind out through the transparent element. However, for ambient light received from in front of the label, the transflective element reflects the ambient light back out through the transparent element.